

MARSHALL FIELD ELEVATOR SLIDES SIX FLOORS—DOZEN PASSENGERS HURT

An elevator loaded with shoppers slipped from the sixth floor to the basement of Marshall Field & Co.'s State street retail store yesterday. A dozen were hurt.

It happened at 4 o'clock in the afternoon. At 4:25 the afternoon papers knew of it. Before 5 the police had it on their records. But not one of the afternoon papers had printed a line about the accident.

There were many queer features in the news end of the occurrence. This might be expected when Chicago's greatest advertiser was concerned.

For instance, all information to the newspaper reporters who got on the scene before 5 o'clock was given out through the advertising department of Marshall Field & Co. This same department then talked to each of the newspaper offices.

As a result reporters for afternoon papers were called from the store and taken off the story. The papers then proceeded to pass it up.

A Day Book reporter reached the scene of the accident among the first. He was taken along with the rest of the newspaper men to the advertising department. Here a polite official told the reporters the facts of the accident—as Marshall Field & Co. wanted them printed if they did get by.

One of the advertising managers of the store gave out this:

"The accident was a trivial one. There were eleven in the elevator and four were cut by a mirror which broke. The elevator slipped and did not fall. It merely did not stop at the first floor. Nothing serious about it.

"Understand, the elevator did not fall from the upper floor as has been reported. Oh, no. Just simply did not stop at the first floor. There were three or four cut. Absolutely nothing serious about the accident."

Then the reporter investigated for himself.

Wm. Silver of 1618 S. Turner av., one of the passengers, said the elevator slipped or fell from the sixth floor.

"All I remember was that the elevator was going awful fast after it left the sixth floor. The next thing I knew it hit the basement and the whole crowd went down to the floor in a mass and the big mirrors fell in on us.

"The women in the elevator and outside screamed. Some one managed to get the elevator door open and then they carried us out and up to the emergency hospital. A few of those in the car were not hurt.

"The mirror crashed down into my upturned face, cutting my forehead in three places and knocking a hole in my nose. A woman fell on my left leg as I went down and sprained it."

The police had a story a little different from that given out by the advertising manager of Field's. They said that twelve were hurt badly enough to receive hospital treatment. Three more left without medical aid. The men of the central detail station concealed nothing about the accident and volunteered information to reporters readily.

A later statement from the advertising department of the store intimated that the operator of the car lost control of it.

"The operator started the car at the sixth floor and when he came to the first he found himself unable to shut off the power. It takes considerable time for the emergency brakes to operate and before they caught the lift it struck the basement. The bumpers on the bottom of the car prevented a killing impact when the car struck."

With the story killed in the afternoon papers which exceed in number and circulation the morning sheets,